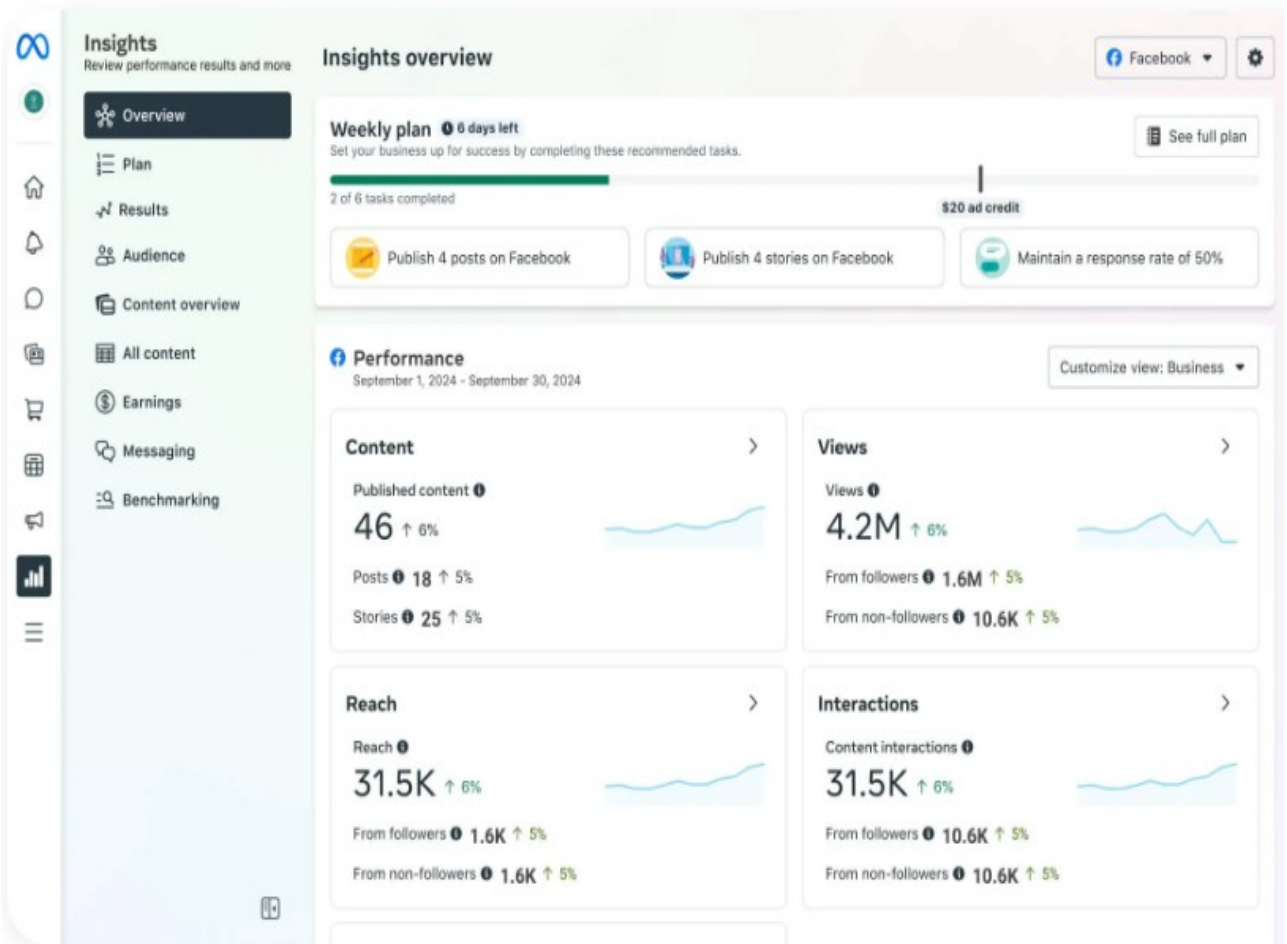


Semester: Oct 24 to Jan 25			
Maximum Marks: 50	Examination: ESE Exam	Date: 15- Jan 2025	Duration: 3 hours
Programme code: 06		Class: SY	Semester/Trimester: V
Programme: MBA-HCM			
College: K. J. Somaiya Institute of Management		Name of the department/Section/Center:	
Course Code: 117P06C505		Name of the Course: Digital Marketing	
Instructions: 1. <u>Question No. 1 and Question No 2 are compulsory</u> 2. Attempt any 2 out of Q3 to Q5 3. Use of calculator is allowed.			

Question No.		Max. Marks
Q1	<p>***Compulsory Question ****</p> <p>Read the attached case and answer the following questions:</p> <p>a) What are the various factors/ criteria to be considered when selecting a social media influencer? (5 marks)</p> <p>b) Who amongst the three shortlisted influencers would be most suited for the brand Lost Treasures? Give reasons. (5 marks)</p> <p>c) Compare and contrast the strategy of a brand using an influencer versus a celebrity brand ambassador. (5 marks)</p>	15 marks
Q2	<p>***Compulsory Question ****</p> <p>Q1a. Explain the various KPIs (at least 4) used to assess the performance of the Social Media campaign. (6 marks)</p> <p>Q1b. At the end of the question paper are the dashboard screenshots of a Meta account of a popular wellness brand. Interactions comprised of 60% likes (reactions), 30% comments and 10% shares. 20k unique customers were acquired through this account. Calculate the KPI you have listed above. Are there any additional insights that can be drawn from these dashboards. (6 marks)</p> <p>Q1c. Explain the difference between Impressions and reach on social media (3 marks)</p>	15 marks
Q3	<p>“Yo-one” is a health startup that enables healthy living. It is based on the principles of Yoga and Ayurved. The Yo-one app customized yoga training sessions (online), food plans etc. The startup wants to grow its awareness and would like to have many visitors coming on its website to check the toy collection and subscribe to the special inaugural offer. Being tight on promotional budgets, it is expecting some organic promotional strategies to achieve the desired. As a digital marketing expert, list 3 activities under that strategy that you would advise the startup to undertake, with reasons. Detail the steps involved in any one of your suggestions</p>	10 marks
Q4	<p>Patanjali Wellness Center started in 2022, are naturopathy center that uses yoga, pranayama, panchakarma therapies and ayurvedic medicines to treat diseases like BP, Diabetes, joint pains asthma, thyroid etc.</p> <p>It has been aggressively marketing on digital media but is unable to draw many customers. Some customers feel that the experience, ambiance and treatment provided by Patanjali Wellness Center is too little for the high price. Hence there are many negative online reviews and the average rating is 3.76 on Google and other review sites/ apps. What would be your strategy for Patanjali Wellness Center to attract a large number of customers? (10 marks)</p>	10 marks
Q5	<p>Comment on the role of content in digital marketing (both in b2b and b2c).</p>	10 marks





Insights

Review performance results and more.



Lucky Shrub



Facebook



Nov 1, 2023 - Nov 30, 2023

Overview

Plan

Results

Audience

Content overview

All content

Earnings

Messaging

Benchmarking

Audience

Trends

Segments

Demographics

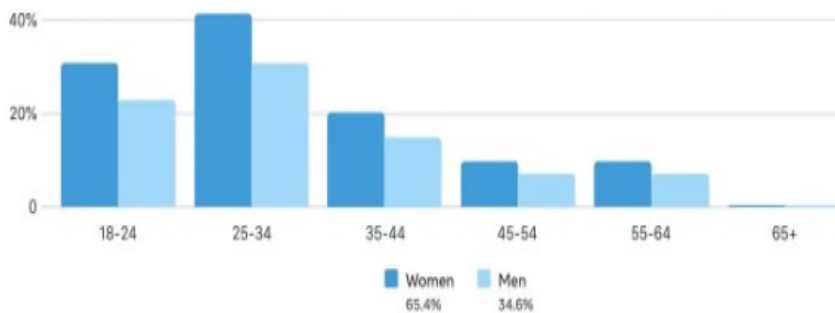
Followers ⓘ

Lifetime

77.9K

Export

Age and gender ⓘ



Top cities

San Francisco, CA



Seattle, WA



Houston, TX



Top countries

United States



Canada



United Kingdom

